Blockchain in Energy and Utility — Competitor Assessment and Benchmarking | Start-up / Consortium Analysis

Case Study



Blockchain in Energy and Utility

Competitor Assessment and Benchmarking | Start-up / Consortium Analysis

Client	An integrated oil & gas company
Industry	Oil & gas and utilities
Products	Blockchain implementation strategy

Context

 The client w anted to understand various blockchain initiatives adopted by its competitors in their business operations and enhance its market position by identifying areas where it either lags or is having an upper hand.

Key Business Questions

- How is blockchain being used to improve security & safety, operational performance, economics, and cost efficiency in the oil & gas sector?
- What are the key strategies adopted by competitors in utilizing blockchain in their business operations?

Engagement Scope

2 3 Contracts and Key Validation & Insights Blockchain Strategy Key Findings and Conclusion Initiative Identification through Industry Experts Analysis Identified various solutions implemented Explored key initiatives launched by Deduced blockchain strategies Provided insights on how IOCs are by targeted O&G players and analyzed **IOCs** implemented by each player, the extent using blockchain concepts to restructure the intent of each contract and its of success that they have achieved in their businesses • Gained information on revenue this respect, and chief obstacles benefit percentage invested into blockchain Highlighted areas where competitors encountered Identified key initiatives and key used blockchain to enhance savings or initiatives blockchain concepts & applications: • Rated players for the implementation streamline business operations Gained insights on the extent of cryptocurrency payments, supply chain success, number of blockchain concepts success. obstacles faced, and plan of oil Showcased the level of economic management, peer-to-peer energy targeted, and impact created companies to overcome them by impact for each BU (upstream, trading, and others engaging with industry experts midstream, and downstream) Identified start-ups/consortiums in this Provided the technology maturity level space to highlight novel initiatives that that could be achieved in the next 10 are directly relevant for players in the years benefiting the oil & gassector energy industry

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Research Methodology

Secondary Research

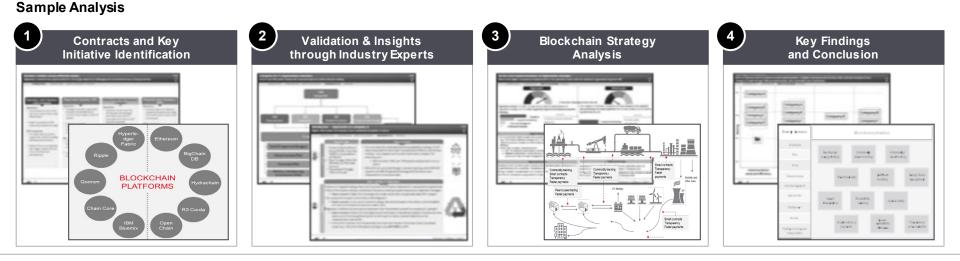
- Conducted desk research to identify deals signed by oil players with blockchain service providers
- Referred to annual reports and news articles to uncover collaborations and acquisitions related to blockchain

Primary Research

Interacted with 15+ industry experts to confirm blockchain implementation and ROI strategy

Benefits to Client

- Helped the client understand competitor strategies to enhance its market position and build a better blockchain strategy
- Helped the client determine the difficulty levels of implementation of blockchain in oil & gas operations/applications



Thank you

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